

1 5) A television receiver system comprising:

2 a line receiver for receiving a video signal of an analog television transmission and
3 selecting portions of one or more lines of said video signal containing
4 embedded signals;

5 a first digital detector operatively connected to said line receiver for receiving the
6 selected portions of video lines containing the video embedded signals and
7 detecting the presence of a first predetermined signal in said selected lines of
8 video;

9 a filter for receiving an audio signal of said analog television transmission and
10 selecting portions of the audio signal containing embedded signals;

11 a second digital detector operatively connected to said filter for receiving the selected
12 portions of the audio signal containing the audio embedded signals and
13 detecting the presence of a second predetermined signal in said selected
14 portions of said audio signal;

15 a storage device operatively connected to said first and said second digital detectors
16 for receiving and storing information contained in at least one of said first and
17 second predetermined signals, and passing said information to a processor; and

18 a controller operatively connected to said detectors, said line receiver and said filter
19 for controlling the selected portions of said video and audio signals passed
20 from said line receiver and filter, respectively, to said detectors based on
21 either a location or a timing pattern of the selected portions;

22 said controller programmed with:

- 23 (1) information as to changing locations or changing timing patterns of said
24 predetermined signals; and
25 (2) information as to composition of said predetermined signals.

1 6) A system for identifying a predetermined signal in a television program transmission in
2 which a plurality of signal types are transmitted said signal being transmitted in a varying
3 location or a varying timing pattern, said television program transmission being separately
4 defined from standard analog video and audio television, said system comprising:

5 a digital detector for receiving said transmission and detecting said predetermined
6 signal in said transmission based on either a specific location or a specific
7 time; and
8 a controller operatively connected to said detector for causing said detector to detect
9 said predetermined signal based on either a specific location or time, said
10 controller being programmed with either the varying locations or the varying
11 timing pattern of said signal.

1 7) A system for locating or identifying a specific signal in a television program transmission
2 that contains digital information and for assembling information contained in said specific
3 signal, said transmission being separately defined from standard analog video and audio
4 television, said system comprising:

5 a digital detector for receiving at least some information of said transmission and
6 detecting said specific signal at a specific location or time;
7 a storage device operatively connected to said digital detector for receiving detected
8 digital information of said specific signal and assembling at least some of said
9 digital information into either information or instruction message units; and
10 a controller operatively connected to said detector and said storage device for causing
11 said detector to locate, detect or output said signal and for controlling a
12 technique used by said storage device to assemble message units, said
13 controller being programmed with information of the composition of said
14 signal or with either the varying location or the varying timing pattern of said
15 signal.

1 8) A television receiver system comprising:

2 a filter for receiving one of either video or audio of an analog television transmission
3 and selecting portions of said analog transmission that contain digital signals;
4 a first digital detector operatively connected to said filter for receiving said selected
5 portions of said analog transmission and detecting a first digital signal;
6 a second digital detector for receiving information of a selected television program
7 transmission that is separately defined from standard analog

8 television, said second digital detector detecting a second digital
9 signal in said separately defined television program
10 transmission;

11 a storage device operatively connected to said first and said second digital detectors
12 for receiving detected digital information and assembling said detected
13 information into message units; and

14 a controller operatively connected to said first detector, said second detector and said
15 storage device, said controller controlling the operation of said first detector
16 and said second detector and controlling the manner by which said storage
17 device assembles message units.

1 9) The system of claim 8 wherein said controller is programmed with information of a
2 standard practice in effect on at least one transmission or frequency that contains digital
3 information.

1 10) A television receiver system comprising:

2 a receiver for receiving a selected portion of a television program transmission that is
3 not a standard television signal;

4 a digital detector operatively connected to said receiver for receiving said selected
5 portion and detecting a digital signal;

6 a storage device operatively connected to said digital detector for receiving detected
7 digital information and assembling said detected information into message
8 units;

9 a controller operatively connected to said receiver, said detector and said storage
10 device, said controller controlling said receiver to pass selected information to
11 said detector, said detector to pass detected information to said storage device,
12 and said storage device to assemble detected information into message units;

1 11) A television receiver system comprising:

2 a first processor for receiving information of a selected television program
3 transmission and detecting a specific signal in said transmission based upon a

4 location or timing pattern of said specific signal in said transmission, said first
5 processor being programmed with information of a varying location or timing
6 pattern;

7 a second processor operatively connected to said first processor for receiving and
8 processing information of said specific signal, and for identifying when and
9 where to pass said information based upon said information, and passing said
10 information.

1 12) A reprogrammable system comprising:

2 a digital detector for receiving information of a transmission and detecting digital
3 signals in said transmission, said digital signals including new operating
4 instructions;

5 a processor operatively connected to said digital detector for receiving and processing
6 information of some of said digital signals, said processor identifying those of
7 said operating instructions addressed to said processor, said processor
8 instructing said detector to detect and pass specified signals;

9 a memory device operatively connected to said processor for holding operating
10 instructions addressed to said processor, said operating instructions controlling
11 the operation of said processor; and

12 said processor loading said operating instructions that are addressed to said processor
13 into said memory device to thereby reprogram said processor,
14 said operating instructions including instructions to cause said
15 processor to cause said detector to detect different signals.

1 13) A signal processing system comprising:

2 a digital detector for detecting digital signals;

3 a processor operatively connected to said digital detector for receiving and processing
4 information of a signal detected by said detector, processing the received
5 detected signals to identify how and where to pass said information;

6 a plurality of apparatus operatively connected to said processor, said processor
7 transferring said detected signals to said apparatus that are addressed by said
8 signals or to be controlled by said signals;
9 a memory device operatively connected to said processor for holding operating
10 instructions that control said processor; and
11 a controller operatively connected to said detector and said memory device for
12 controlling the detector in its detection of signals.

1 14) A television receiver station comprising:

2 a plurality of receiver/distributors with at least one receiving a television
3 programming transmission, each transmission including the television
4 programming and programming identification signals identifying the
5 programming;
6 an output device for displaying television programming or transmitting television
7 programming to a remote subscriber station;
8 a storage device for receiving and storing television programming;
9 means for selectively receiving television programming from either one of said
10 receiver/distributors or said storage device and selectively transferring the
11 received television programming to either said storage device or to said output
12 device;
13 a processor operatively connected to at least one of said plurality of
14 receiver/distributors for receiving the programming and the programming
15 identification information; and
16 a controller operatively connected to said processor for receiving specific unit
17 programming identification information, identifying a specific unit of television
18 programming received at a specific receiver/distributor by comparing of
19 received identification information to previously received scheduled program
20 identification information, and passing programming to either said output
21 device or to said storage device based upon said scheduled information.

1 15) A method for identifying and selecting television programming in a system that is
2 adapted to direct selected television programming to a television programming output or
3 storage, said system including a processor for receiving and processing at least part of the
4 television programming transmission, a means for transferring said programming selectively
5 from a television programming receiver to a television programming output device or storage
6 device, and a controller for receiving information from said processor and for controlling
7 said means for transferring on the basis of at least some of said information, said method
8 comprising the steps of:

9 inputting to said controller identification information of at least one specified
10 television program unit;
11 inputting at least part of a television programming transmission to said processor;
12 detecting, locating or identifying in said part identification data that identifies a
13 specific television program unit in said transmission; and
14 inputting information of said data to said controller, determining based on said
15 program unit information that said specific unit is a specified unit and thereby
16 to enable said controller to select at least a portion of said specific television
17 program unit and cause said means for transferring to transfer information of
18 said selected portion to said television programming output device or storage
19 device.

1 16) A system for locating an embedded instruct-to-decrypt signal out of a plurality of
2 signals embedded in the video of an analog television transmission and enabling a decryptor
3 to decrypt a portion of the television transmission, said system comprising:

4 a line receiver for receiving a video signal of an analog television transmission and
5 selecting portions of one or more lines of said video that contain embedded
6 signals, said line receiver capable of changing the specific portions of said
7 video lines that are selected;

8 a digital detector operatively connected to said line receiver for receiving said
9 selected portions of video lines that contain the embedded signals, detecting
10 the instruct-to-decrypt signal in said selected portions;

11 a decryptor operatively connected to said digital detector for receiving information
12 on the instruct-to-decrypt signal from said detector and decrypting a portion of
13 said transmission in response to receiving said information; and
14 a controller operatively connected to said line receiver for causing said line receiver
15 to change the specific portions of video selected by said line receiver on the
16 basis of a varying location or timing pattern of the signals in the transmission,
17 said controller having access to information on the varying location or timing
18 pattern of the signals in the transmission.

1 17) A system for controlling a decryptor, said system comprising:

2 a digital detector for receiving at least a portion of a television program
3 transmission, said program transmission comprising a program and a plurality
4 of signals embedded in said transmission, said detector detecting said signals;
5 a decryptor operatively connected to said detector for receiving and decrypting said
6 detected signals; and
7 a controller operatively connected to said decryptor for causing said decryptor to alter
8 its decryption pattern or technique.

1 18) A signal processing system comprising:

2 a storage device for receiving signals detected in a program transmission and inputting
3 said signals selectively to a decryptor;
4 a decryptor operatively connected to said storage device for receiving, decrypting, and
5 passing signals to a processor; and
6 a controller operatively connected to said storage device and said decryptor for
7 causing said storage device to identify and pass a specific signal to said
8 decryptor and causing said decryptor to decrypt said specific signal.

1 19) A television subscriber station comprising:

2 a plurality of decryptors, each decryptor capable of decrypting a selected one of a
3 plurality of portions of a television program transmission; and

4 a processor operatively connected to some of said decryptors for identifying and
5 passing to a selected decryptor an instruct-to-decrypt signal that instructs the
6 selected decryptor to decrypt some of the video portion of said transmission,
7 said instruct-to-decrypt signal comprising a code necessary for the decryption
8 of said program transmission.

1 20) A television subscriber station comprising:

2 a decryptor for receiving and decrypting part of the video portion of an encrypted
3 television program transmission in response to receiving an instruct-to-decrypt
4 signal;
5 a digital detector operatively connected to said decryptor for receiving information of
6 a separately defined television program transmission, detecting the location or
7 presence of an instruct-to-decrypt signal in said transmission, and outputting
8 digital information of said signal to said decryptor; and
9 a controller operatively connected to said detector for controlling the technique by
10 which said detector locates, detects and outputs signals, said controller being
11 programmed with information as to either signal composition or signal timing.

1 21) A television subscriber station comprising:

2 a tuner for receiving and tuning to a selected one of a plurality of television program
3 transmissions;
4 a first processor operatively connected to said tuner for locating a selected portion of
5 a selected analog television transmission, detecting digital information in said
6 portion, determining the presence of a first instruct-to-decrypt signal;
7 a second processor operatively connected to said tuner for locating a selected portion
8 of a selected separately defined television program transmission, detecting
9 digital information in said separate portion, determining the presence of a
10 second instruct-to-decrypt signal;
11 a third processor operatively connected to said tuner, said first processor, and said
12 second processor for controlling the manner by which a selected one of said
13 first and second processors locates, detects or passes signals, said third

14 processor being programmed with information as to either the composition or
15 timing of a signal and with information of the standard broadcast or cablecast
16 practices in effect on a selected transmission or frequency; and
17 a decryptor operatively connected to said first processor and said second processor for
18 receiving, decrypting, and outputting information of said selected television
19 program transmission in response to receiving information of said instruct-to-
20 decrypt signals from said first and second processors.

1 22) A television subscriber station comprising:
2 a receiver for receiving a plurality of television program transmissions;
3 a tuner for tuning said receiver to a selected one of the plurality of television program
4 transmissions and of informing a processor of the selected transmission to
5 which said receiver is tuned;
6 a decryptor operatively connected to said receiver for receiving, decrypting, and
7 outputting some of said selected television program transmission; and
8 a processor operatively connected to said tuner and said decryptor, for receiving
9 information transmitted in a selected program transmission, locating or
10 identifying information of an instruct-to-decrypt signal associated with said
11 selected transmission, and identifying and transferring to said decryptor a
12 signal needed for decryption, said processor being programmed with or
13 preinformed of the technique for identifying information of said signal needed
14 for decryption.

1 23) A television subscriber station comprising:
2 a receiver for receiving an encrypted television programming transmission;
3 a decryptor operatively connected to said detector for decrypting the video portion of
4 said encrypted television programming transmission in response to an instruct-
5 to-decrypt signal;
6 a controller operatively connected to said detector for controlling the manner by
7 which said station locates said signal; and

8 a memory device operatively connected to said controller for holding information of
9 said instruct-to-decrypt signal.

1 24) A method for causing decryption of television or computer programming at a station that
2 includes a decryptor for receiving and decrypting at least part of an encrypted programming
3 transmission in response to information of an instruct-to-decrypt signal; a digital detector for
4 detecting data of a plurality of signal types in a mass medium programming transmission and
5 transferring said data to a processor; and a processor operatively connected to said decryptor
6 and said detector for locating or identifying an instruct-to-decrypt signal in said data and
7 transferring information of said signal to said decryptor, with instruct-to-decrypt signals
8 being of a signal type and being transmitted in said transmission in varying locations or in a
9 varying pattern of timing, said method comprising the steps of:

10 programming said processor with information of a procedure for identifying an
11 instruct-to-decrypt signal in a plurality of signal types or for locating instruct-
12 to-decrypt signals that are transmitted in varying locations or in a varying
13 pattern of timing;
14 transmitting instruct-to-decrypt signals to said station in varying locations or a varying
15 pattern of timing in a mass medium programming transmission that contains a
16 plurality of signal types;
17 receiving said programming transmission and transferring at least a portion of said
18 transmission to said detector;
19 detecting data of said plurality of signal types and transferring said data to said
20 processor; and
21 processing said data to locate or identify an instruct-to-decrypt signal, and identifying
22 or locating at least one instruct-to-decrypt signal, thereby to enable said station
23 to decrypt at least a part of an encrypted programming transmission in
24 response to information of said signal.

1 25) A method for causing decryption of television or computer programming at a station that
2 includes a decryptor for receiving and decrypting at least part of an encrypted programming
3 transmission in response to information of an instruct-to-decrypt signal; a digital detector for

4 detecting data of a plurality of signal types in a mass medium programming transmission and
5 transferring said data to a processor; and a processor operatively connected to said decryptor
6 and said detector for locating or identifying an instruct-to-decrypt signal in said data and
7 transferring information of said signal to said decryptor, with instruct-to-decrypt signals
8 being of a signal type and being transmitted in said transmission in varying locations or in a
9 varying pattern of timing and with said processor being programmed with information of a
10 procedure for identifying an instruct-to-decrypt signal in a plurality of signal types or for
11 locating instruct-to-decrypt signals that are transmitted in varying locations or in a varying
12 pattern of timing, said method comprising the step of:

13 transmitting instruct-to-decrypt signals to said station in varying locations or a varying
14 pattern of timing in a mass medium programming transmission that contains a
15 plurality of signal types, thereby to enable a subscriber station to receive said
16 programming transmission and transfer at least a portion of said transmission
17 to said detector, detect data of said plurality of signal types and transfer said
18 data to said processor, process said data to locate or identify an instruct-to-
19 decrypt signal, identify or locate at least one instruct-to-decrypt signal, and
20 decrypt at least a part of an encrypted programming transmission in response
21 to information of said signal.

1 26) A method for causing decryption of television or computer programming at a station that
2 includes a decryptor for receiving and decrypting at least part of an encrypted programming
3 transmission in response to information of an instruct-to-decrypt signal; a digital detector for
4 detecting data of a plurality of signal types in a mass medium programming transmission and
5 transferring said data to a processor; and a processor operatively connected to said decryptor
6 and said detector for locating or identifying an instruct-to-decrypt signal in said data and
7 transferring information of said signal to said decryptor, with instruct-to-decrypt signals
8 being of a signal type and being transmitted in said transmission in varying locations or in a
9 varying pattern of timing, with instruct-to-decrypt signals being transmitted to said station in
10 varying locations or a varying pattern of timing in a mass medium programming transmission
11 that contains a plurality of signal types, and with said station receiving said programming
12 transmission, combining at least a portion of said transmission to said detector, detecting data

of said plurality of signal types, and transferring said data to said processor, said method comprising the step of:

programming said processor with information of a procedure for identifying an instruct-to-decrypt signal in a plurality of signal types or for locating instruct-to-decrypt signals that are transmitted in varying locations or in a varying pattern of timing, thereby to enable said station to process said data to locate or identify an instruct-to-decrypt signal, to enable said station to identify or locate at least one instruct-to-decrypt signal, and to enable said station to decrypt at least a part of an encrypted programming transmission in response to information of said signal.

27) A subscriber station comprising:

a plurality of detectors, each operatively connected to a specific one of a programming receiver device, a display device, a storage device, a processing device or a transmission device for detecting information that identifies specific programming to be received, displayed, stored, processed or transmitted by said specific devices;
means for transferring said information from one of said detectors to a processor; and
a processor connected to said means for transferring for receiving said information and assembling or storing records that contain statistics on programming availability, use or usage at said station.

28) A television subscriber or computer user station comprising:

a plurality of decoders, each operatively connected to a specific programming receiver, display, storage, processing, transmission, or output device for locating or identifying identifier information that identifies specific programming received, displayed, stored, processed, transmitted, or outputted by said specific device;
means for transferring said information from one of said decoder to a processor; and
a controller operatively connected to some of said plurality of decoders for instructing a selected one of said decoders how to locate said identifier information.

1 29) A computer system comprising:

2 a detector operatively connected to a mass medium receiver for detecting information
3 in a selected broadcast or cablecast transmission, said information including
4 computer control instructions;

5 a transmission device operatively connected to said detector for transmitting control
6 instructions to a computer and a storage; and

7 a processor operatively connected to said transmission device for inputting said
8 detected information selectively to said computer or said storage.

1 30) A mass medium subscriber station comprising:

2 a mass medium receiver for receiving a selected broadcast or cablecast transmission;

3 a detector operatively connected to said mass medium receiver for detecting
4 information in said selected broadcast or cablecast transmission, said
5 information including subscriber station environment control signals;

6 a processor for receiving information detected by said detector identifying said
7 environment control signals, and outputting said signals to a specific control.

8 a plurality of controlled apparatus; and

9 a plurality of controllers each operatively connected to said processor and one of said
10 controlled apparatus, each of said controllers receiving selected ones of said
11 control signals from said processor and controlling one of said controlled
12 apparatus on the basis of said received control signals.

1 31) A method for selectively controlling apparatus at a subscriber station that includes a
2 receiver for receiving a point to multipoint programming transmission, a detector for
3 detecting control instructions in said transmission, a first processor operatively connected to
4 said detector for selectively assembling information of said control instructions, a means for
5 transferring control instructions to a plurality of controllers, and a second processor
6 operatively connected to said means for transferring for inputting control instructions
7 selectively to a specific one of said plurality of controllers, with each controller operatively
8 connected to a specific one of a plurality of devices comprising a tuner, a decryptor, a

transfer, a computer, a processor, a storage device, an output device, each controller
controlling at least one of said devices, said method comprising the steps of:
transmitting in a point to multipoint transmission a control instruction that is
addressed to a specific one of said plurality of controllers;
receiving said transmission at said station and transferring information of said
transmission to said detector;
detecting data of said control instruction in said information and transferring said data
to said first processor;
assembling local message information of said control instruction by selectively
discarding some of said data, adding information to said data, or changing said
data;
transferring said message information to said transmission; and
processing said message information at said second processor and inputting said
information to a selected one of said plurality of controllers, thereby to enable
said controller to control its associated tuner, decryptor, transfer device,
computer, processor, storage or output device in accordance with said control
instruction.

32) A data receiver system comprising:

a first receiver for receiving identification signals that identify specific information
content in a plurality of concurrent broadcast or cablecast data transmissions;
a storage device for storing hold-and-compare signals;
a means operatively connected to said first receiver and said storage for receiving said
identification signals and said hold-and-compare signals, comparing said
identification signals to said hold-and-compare signals, and conveying the
information identified by said comparison to a controller;
a second receiver operatively connected to a data processor or a data output for
receiving selected data transmissions and directing said data transmissions to
said data processor or output;
a tuner operatively connected to said second receiver for causing said second receiver
to receive said selected data transmissions; and

14 a controller operatively connected to said means for comparing and said tuner for
15 selecting a specific data transmission on the basis of information conveyed by
16 said means for comparing and instructing said tuner to cause said second
17 receiver to receive said selected data transmissions.

1 33) A data receiver system comprising:

2 a first receiver for receiving identification signals that identify specific information
3 content of a specific one or ones of a plurality of concurrent broadcast or
4 cablecast data transmissions;

5 a second receiver operatively connected to a data processor or a data output for
6 receiving a selected one of said plurality of data transmissions and directing
7 said one to said data processor or output;

8 a tuner operatively connected to said second receiver for causing said second receiver
9 to receive said selected data transmission; and

10 a processor operatively connected to said first receiver and said tuner for storing hold-
11 and-compare signals, receiving said identification signals, comparing said
12 identification signals to hold-and-compare signals, and instructing said tuner to
13 cause said second receiver to receive said selected data transmission.

1 34) A television receiver system comprising:

2 a first receiver for receiving identification signals that identify specific information
3 content of a specific one of a plurality of concurrent broadcast or cablecast
4 television program transmissions;

5 a second receiver operatively connected to a television data processor for receiving a
6 selected one of said plurality of television program transmissions and directing
7 said one to said data processor;

8 a tuner operatively connected to said second receiver for causing said second receiver
9 to receive said selected television program transmission; and

10 a processor operatively connected to said first receiver and said tuner for storing hold-
11 and-compare signals, locating or identifying said identification signals,
12 comparing said identification signals to hold-and-compare signals, and

13 instructing said tuner to cause said second receiver to receive said selected
14 transmission.

1 35) A television subscriber station comprising:
2 a converter for receiving a multichannel television transmission;
3 a tuner operatively connected to said converter for selecting a specific television
4 channel;
5 a television receiver or display device for displaying programming of a channel
6 specified by said tuner; and
7 a controller operatively connected to said tuner for storing information of a selected
8 television program unit and causing said tuner to select a television
9 transmission containing programming of said selected television unit at a
10 specific time.

1 36) The system of claim 35 also including:
2 a second controller operatively connected to said television receiver or display device
3 for actuating or tuning said receiver or display device to receive or display the
4 television programming of said selected transmission.

1 37) The system of claim 35 also including:
2 a video recorder connected to said converter; and
3 a second controller operatively connected to said video recorder for causing said
4 recorder to record television programming of said selected transmission.

1 38) A method for receiving selected television or radio programming in a system that
2 includes a receiver for receiving a television or radio programming transmission, a tuner for
3 tuning said receiver to a selected television or radio transmission or frequency, a means for
4 transferring television or radio programming from said receiver to a television or radio
5 programming output or storage, a processor capable of receiving and processing at least part
6 of a programming transmission, and a controller capable of receiving information from said

7 processor and of controlling said tuner on the basis of at least some of said information, said
8 method comprising the steps of:

9 inputting to said controller identification information of at least one specified
10 television or radio program unit;
11 inputting at least part of a programming transmission to said processor;
12 detecting in said part identification data that identifies a specific television or radio
13 program unit;
14 inputting information of said identification data to said controller together with
15 information that identifies a specific transmission or frequency; and
16 enabling said controller to select at least a portion of said specific television or radio
17 program unit and cause said tuner to tune said receiver to receive information
18 of said selected portion.

1 39) A television subscriber station comprising:

2 a processor operatively connected to said subscriber station for collecting statistical
3 information on programming availability, use and usage at said station;
4 a means for receiving a multichannel television transmission and transferring
5 information of a selected channel to a television display device
6 or a video recorder;
7 a tuner operatively connected to said means for transferring for selecting a specific
8 television channel; and
9 a controller operatively connected to said processor and said tuner for obtaining from
10 said processor information associated with said statistical data and for causing
11 said means for receiving to receive a selected channel on the basis of said
12 information.

1 40) A television subscriber station comprising:

2 a storage device for receiving and storing at least some data associated with a
3 television program presentation;
4 a television receiver for receiving programming associated with said program
5 presentation;

6 a television display device operatively connected to said television receiver and said
7 storage device for displaying said television program presentation;
8 a decoder operatively connected to a mass medium receiver for detecting and
9 transferring to said storage device at least one datum that identifies specific
10 programming content;
11 a controller operatively connected to said storage device and said display device for
12 causing said storage device to transmit at least some programming content
13 associated with said datum at a specific time in response to an instruct-to-
14 coordinate signal; and
15 an input operatively connected to said controller for inputting an instruct-to-coordinate
16 signal.

1 41) A system for processing a television program transmission in which a plurality of types
2 of signals including identification signals or instruct-to-decrypt signals are transmitted, said
3 types being transmitted in different patterns and at least one of said types being transmitted in
4 varying locations or in a varying pattern of timing in said program transmission, said system
5 comprising:

6 a processor for identifying and transferring to a computer an instruct-to-generate
7 signal that causes said computer to generate a portion of the video information
8 content of a television program to be displayed at a television display device.

1 42) A system for processing a television program transmission in which a plurality of types
2 of signal information are transmitted in different patterns, with said types of signal
3 information including at least a unit identification information signal that identifies a unit of
4 information associated with a television program, with said signal types being transmitted in
5 varying locations or in a varying pattern of timing in said program transmission, said system
6 capable of processing television programming separately defined from standard analog
7 television, said system comprising:

8 a processor for locating or identifying and transferring to a computer an instruct-to-
9 generate-and-transmit signal that causes said computer to generate and transmit

10 to a television display a portion of the video information content of a television
11 program.

1 43) A signal processing system comprising:

2 a mass medium receiver for receiving a selected broadcast or cablecast transmission;

3 a decoder operatively connected to said mass medium receiver for locating or

4 identifying information in said selected broadcast or cablecast transmission,

5 said information including computer control instructions, said decoder also

6 identifying information that identifies specific programming received by said
7 receiver;

8 a processor operatively connected to said decoder for identifying and transferring to a

9 computer an instruct-to-generate-and-transmit signal that causes said computer

10 to generate and transmit to a television display a portion of the video

11 information content of a television program;

12 a computer operatively connected to said processor and for receiving said instruct-to-

13 generate-and-transmit signal from said processor, said instruct-to-generate-and-

14 transmit signal causing said computer to generate and transmit the portion of

15 the video information content; and

16 a television display device operatively connected to said computer for receiving

17 and displaying said portion of the video information content.

1 44) A television receiver system comprising:

2 a television receiver for receiving a selected broadcast or cablecast television

3 transmission and transferring television programming in said transmission to a

4 television display;

5 an input device for inputting information of the reaction of a viewer to specific

6 television program content;

7 a digital detector operatively connected to a mass medium receiver for detecting

8 digital information in a mass medium transmission and transferring some of

9 said detected information to a processor; and

10 a processor operatively connected to said detector and said input device for generating
11 and outputting information of a video overlay that is related to said television
12 programming or said reaction information; and
13 a television display device operatively connected to said processor for receiving
14 and displaying said video overlay.

1 45) A system for coordinating a multimedia or multiple media presentation comprising:

2 a first mass medium receiver for receiving a broadcast or cablecast transmission;

3 a detector operatively connected to said first mass medium receiver for detecting

4 information in a selected broadcast or cablecast transmission, said information

5 including actuation or tuning control instructions;

6 a transmission operatively connected to said detector for transmitting control

7 instructions to said tuner;

8 a second mass medium receiver for receiving a transmission; and

9 a tuner operatively connected to a second mass medium receiver or to apparatus

10 operatively connected to said second receiver for tuning said receiver or said

11 apparatus.

1 46) A mass medium receiver system comprising:

2 a mass medium receiver for receiving a selected broadcast or cablecast mass medium

3 transmission and transferring programming in said transmission to a mass

4 medium programming output device;

5 an input device for inputting information of the reaction of a viewer to specific mass

6 medium program content;

7 a digital detector operatively connected to said mass medium receiver for detecting

8 digital information in a mass medium transmission and transferring said

9 detected information to a decryptor;

10 a decryptor for decrypting detected digital information; and

11 a controller for controlling said decryptor regarding its manner of decryption, said

12 controller controlling said decryptor in response to information inputted by

13 said input device.

1 47) A multimedia or multiple media subscriber station comprising:

2 a television receiver for receiving a selected television transmission and transferring

3 television programming in said transmission to a television display;

4 an input device for inputting information of the reaction of a viewer to specific

5 television programming;

6 a mass medium receiver connected to said television display;

7 a tuner operatively connected to said mass medium receiver for causing said receiver

8 to receive a selected transmission of programming that supplements said

9 specific television programming; and

10 a controller operatively connected to said input device and said tuner for controlling

11 said tuner in response to information inputted by said input device.

1 48) A multimedia or multiple media subscriber station comprising:

2 a television receiver for receiving a selected television transmission and transferring

3 television programming in said transmission to a specific portion of a

4 television display;

5 an input device for inputting information of the reaction of a viewer to specific

6 television programming;

7 a digital detector operatively connected to a mass medium receiver for detecting

8 digital information in a mass medium transmission and combining some of said

9 detected information to a controller;

10 a plurality of output devices, for outputting programming or information related to but

11 distinct from said television programming; and

12 a controller operatively connected to said input device, said detector and a selected

13 output device for causing said output device to output specific selected

14 programming or information related to but distinct from said television

15 programming, said controller causing said output device to output said selected

16 programming or information in response to information inputted by said input

17 device and information detected by said digital detector .

1 49) A multimedia or multiple media subscriber station comprising:

2 a television receiver for receiving a selected television transmission and transferring
3 television programming in said transmission to a television display;
4 an input device for inputting information of the reaction of a viewer to specific
5 television programming;
6 a means for receiving programming from a plurality of receiver, storage, computer,
7 processor, and/or decryptor devices and operatively connected to and capable
8 of outputting or directing said programming selectively to a plurality of
9 storage, computer, processor, decryptor, and/or output devices; and
10 a controller operatively connected to said receiving means for controlling the
11 receiving, outputting, or directing of said receiving means in response to
12 information inputted by said input device.

1 50) A multimedia or multiple media subscriber station comprising:

2 a television receiver for receiving a selected television transmission and transferring
3 television programming in said transmission to a television display;
4 an input device for inputting information of the reaction of a viewer to specific
5 television programming;
6 a mass medium receiver;
7 a digital detector operatively connected to said mass medium receiver for detecting
8 digital information in a mass medium transmission and combining at least
9 some of said detected information to a controller; and
10 a controller operatively connected to a tuner, a decryptor, a means for transferring, a
11 computer, a processor or an output device for controlling said tuner,
12 decryptor, means for transferring, computer, processor or output device in
13 response to information inputted by said input device and information detected
14 by said detector.

1 51) A multimedia or multiple media subscriber station comprising:

2 a television receiver for receiving a selected television transmission and transferring
3 television programming in said transmission to a television display;

4 an input device for inputting information of the reaction of a viewer to specific
5 television programming;
6 a digital detector operatively connected to a means for detecting digital information in
7 a specific transmission and transferring at least some of said detected
8 information to a storage device; and
9 a storage device connected to said detector for receiving data on programming
10 availability, use or usage from said detector, said storage collecting
11 information that identifies specific programming received, processed, or
12 outputted at said station or information inputted at said input device.

1 52) A method for promoting and delivering programming or data at a television subscriber
2 station that includes a television receiver for receiving a television program transmission, a
3 television display for displaying program content associated with said transmission, an input
4 device for inputting information of the reaction of a viewer to specific television
5 programming, a digital detector operatively connected to a mass medium receiver for
6 detecting digital information in a mass medium transmission and combining at least some of
7 said detected information to a controller, the controller operatively connected to one of a
8 plurality of devices including a tuner, a decryptor, a transfer, a computer, a processor, a
9 storage device or output device for controlling said devices in response to information
10 inputted by said input device and information detected by said detector, said method
11 comprising the steps of:

12 transmitting in a television transmission program content that promotes the acquisition
13 or purchase of specific programming or data by a viewer;
14 receiving said transmission and displaying said program content at said television
15 display;
16 inputting reaction information of an order by a viewer for said specific programming
17 or data;
18 transmitting in a mass medium transmission a control instruction that instructs said
19 controller to communicate a specific instruction or instructions to at least one
20 controlled apparatus if reaction information of an order exists at said station;

21 detecting the presence of said control instruction at said station and transferring said
22 instruction to said controller; and
23 causing said controller, in response to said instruction and said reaction information
24 of an order, to communicate a specific instruction or instructions to one of said
25 tuner, decryptor, transfer, computer, processor, storage or output, thereby to
26 enable said station to deliver said specific programming or data.

1 53) In a method for promoting and delivering programming or data at a television subscriber
2 station that includes a television receiver for receiving a television program transmission, a
3 television display for displaying program content associated with said transmission, an input
4 for inputting information of the reaction of a viewer to specific television programming, a
5 digital detector operatively connected to a mass medium receiver for detecting digital
6 information in a mass medium transmission and combining at least some of said detected
7 information to a controller, the controller operatively connected to at least one of a plurality
8 of devices including a tuner, decryptor, computer, processor, storage device or output device
9 for controlling said devices in response to information inputted by said input device and
10 information detected by said detector, said method comprising the steps of:

11 transmitting in a television transmission program content that promotes the acquisition
12 or purchase of specific programming or data by a viewer; and

13 transmitting in a mass medium transmission a control instruction that instructs said
14 controller to communicate a specific instruction or instructions to at least one
15 controlled apparatus if reaction information of an order exists at said station,
16 thereby to enable said station to receive said television transmission and
17 display said program content at said television display; input reaction
18 information of an order by a viewer for said specific programming or data;
19 detect the presence of said control instruction at said station and transfer said
20 instruction to said control; cause said controller, in response to said instruction
21 and said reaction information of an order, to communicate a specific
22 instruction or instructions to one of said tuner, decryptor, computer,
23 processor, storage device or output device; and deliver said specific
24 programming or data.

1 54) The method of claim 52 or 53 wherein said station also has a data storage device, said
2 method comprising the additional step of:

3 storing information in said storage device of said reaction information of an order for
4 transmission to a remote station that collects data for billing purposes.

1 55) A mass medium transmission receiver station comprising:

2 an input device for inputting information of the reaction of a viewer to specific mass
3 medium program content;

4 a first controller operatively connected to said input device for controlling a decryptor
5 regarding its timing or manner of decrypting, said controller controlling said
6 decryptor in response to information inputted by said input device;

7 a memory device operatively connected to said first controller for holding operating
8 instructions that control said first controller; and

9 a second controller operatively connected to said memory device for controlling the
10 receiving, detecting, or locating of control instructions and the inputting of
11 said control instructions into said memory.

1 56) A computer station comprising:

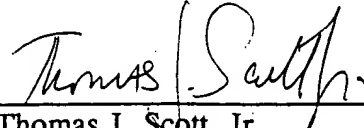
2 a storage device for storing encrypted data;

3 a first computer operatively connected to said storage device for controlling said
4 storage device, locating a selected portion of said data, and transferring said
5 selected portion to a decryptor or a processor;

6 a decryptor operatively connected to said storage device or said computer for
7 decrypting encrypted data; and

8 a processor for locating or identifying selected information associated with said
9 selected portion and causing said decryptor to decrypt said selected portion on
10 the basis of said selected information.

Respectfully submitted,



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